



Pennsylvania Creative Industries

Powered by Pennsylvania Council on the Arts

2025-2026 Guidelines for Statewide Services Request for Proposals: Pennsylvania Creative Industries –Promotion and Activation Projects

Due date: September 5, 2025

Grant activity period: September 1, 2025 – August 31, 2028

Overview

Pennsylvania Creative Industries, powered by Pennsylvania Council on the Arts, is seeking proposals from qualified Pennsylvania non-profit organizations to design and implement innovative promotional strategies that bring visibility to Pennsylvania's creative industries, engage communities, and drive public interest and investment to Pennsylvania.

Selected applicants will be responsible for the following components:

- Conceptualize and implement pop-up events, creative showcases, mobile installations, and/or festival activations that promote Pennsylvania's creative industries nationally and/or internationally;
- Coordinate any required logistics including permitting, staffing, insurance, equipment rental, and ADA compliance;
- When possible, support Pennsylvania creatives, vendors, and artists through engagement and hiring;
- Develop storytelling content and assets that showcase Pennsylvania's creative industries;
- Identify and coordinate with Pennsylvania stakeholders, such as arts organizations, tourism bureaus, municipalities, and educational institutions; and
- As applicable, leverage existing events or platforms with high visibility (e.g., expos, festivals, conferences) for greater impact.

Eligibility

Proposals must be submitted by a Pennsylvania nonprofit, tax-exempt corporation.

Project Length

Proposals should be at least 24 months but no more than 36 months in length, with at least one event/activation per year.

Award

Pennsylvania Creative Industries anticipates approving up to three proposals with a 1:1 matching award of up to \$100,000 each, over the course of the multi-year initiative.

Review criteria:

- **Creativity and innovation in approach:** Applicant demonstrates creativity and innovation in the proposed approach, implementation plan and proposed project budget;
- **Impact and reach:** Applicant demonstrates a reasonable, potential impact and national or international reach of the proposed project or event;
- **Experience with comparable projects:** Applicant demonstrates a successful history of developing and executing comparable projects and/or events; and
- **Capacity:** Applicant demonstrates organizational and key staff capacity to carry out the proposed project/event.

Proposal narrative (not to exceed three pages):

1. Describe your multi-year activation or initiative.
2. Explain how the proposed project promotes Pennsylvania's creative industries and/or products to a national or international audience.
3. Describe your relevant experience with comparable projects and/or events.
4. Describe your capacity to carry out the proposed project.

Required attachments:

1. Proposed project budget based on amount requested.
2. Examples of similar activations or initiatives completed by applicant.

Submission process:

(Please note: all questions regarding the application process should be directed to Jamie Dunlap at jadunlap@pa.gov or (717) 525-5542.)

1. **Read this document thoroughly.**
2. **Before applying**, contact Jamie Dunlap at jadunlap@pa.gov or (717) 525-5542.
3. **Submit your proposal to jadunlap@pa.gov by September 5, 2025.**

Proposal review process

Proposals will be reviewed by a committee based on the review criteria included in this document. Committee recommendations will be presented to the Council, the PCA's governing body.

Council will act on recommendations and has final authority in the awarding of grants. Applicants will be notified about the status of their proposals. Selected proposals will be notified (via email) with next steps outlining the grant award process.